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EASTERN ILLINOIS UNIVERSITY
Charleston, Illinois.

ART TATE, Assistant Director, University Relations
Office: (217) 581-5983 - Home: (217) 348-7553

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FILE COPY

FOR IMMEDIATE RELEASE:

EIU SPEECH EVENT PLANNED

CHARLESTON, IL.--A community service project, conceived by students in Eastern Illinois University's Chapter of the American Advertising Federation, could be the start of a new nationwide event for the developmentally impaired, according to Dr. Earl McSwain, faculty advisor to the AAF and Associate Professor of Speech Communication at Eastern.

McSwain said AAF members, representing the areas of speech communication, marketing, art, and recreation, have organized "The Immanuel Speech Event," where developmentally impaired adults will practice making public speeches.

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The event will be held from 10 a.m. to noon Saturday, Nov. 18, in the Phipps Lecture Hall in Eastern's Science Building, and is open to the public.

"The idea is to get about 30 developmentally impaired adults together and teach them how to make a public speech," said McSwain.

The volunteer speakers are from the Coles County Association for the Retarded and work in the shop on Lincoln Avenue in Charleston.

In preparation for the Nov. 18 speech event, they will receive prior coaching by a group of special education majors. They will be taught simple speech organization and encouraged to prepare short speeches on topics that relate to personal experiences.

"The purpose of the event is to encourage and promote communication success at whatever level the speakers are found. We want to meet them where they are, select a topic that they're comfortable with and then tell them, 'go for it'," said McSwain.

"Applause and praise for the slightest accomplishment will be encouraged," said senior Shari Field of Mattoon, Operations Director.

AAF students, under the leadership of junior Tom Scanlon of Herscher, will also be calling on the community to raise money for a \$5,000 special education scholarship to be administered by the EIU Foundation and the EIU Department of Special Education faculty. The recipient of the first scholarship will be selected on merit by the faculty. Donations to the Immanuel Speech Event can be made to the EIU Foundation.

"It is hoped that the inauguration of the Immanuel Speech Event in Charleston, thought to be the first of its kind, will become to communication what Special Olympics is to athletics," said McSwain.